

January 18 – 22, 2021
(Online Course Duration 20 hours)

Online Programme on
Management of
Large Branches in
Metro and Urban Areas

Coordinator
Prof Anjan Roy



**National Institute of
Bank Management
Pune, India**

Background

Large branches in metro and urban areas provide sizeable business and scale of operations required for profitable banking. Situated in strategic locations, the market areas surrounding these branches are featured by high level of development and competition for increasingly sophisticated and demanding customers. Their clientele groups may comprise large businesses and institutional customers, and those having long relationships with the bank. They have a diverse mix of business and, therefore, a wide variety of demand for service. Smooth flow of operations and ease of transactions in such branches is very important for customer satisfaction and retention.

As flagship branches, they have large balance sheet exposures, and hence their performance matter heavily for bank performance. Underperforming large branches with stagnating business levels not only deteriorate banks' bottom-lines, but also affect the brand image.

The Branch Manager of large branches plays one of the most important leadership roles in a bank. Smart and motivated managers leading the branch level teams for customer acquisition and relationship management are the key differentiators enabling the strong positioning and success of a bank.

This programme is to provide a management and leadership perspective to branch managers of large branches, to think creatively about their business challenges and opportunities, and form strategies for enhancing their performance.

Content

The thematic content of the five-day (20 hours) programme include:

- Macro and micro environment challenges for branch performance**
- Business potential assessment and branch business plan development**
- Branch marketing and customer relationship management**
- Technology adoption and streamlining of branch operations**
- Business mix, cost structure and breakeven analysis for a bank branch**
- Regulatory compliance and risk management in branch functions**
- Branch leadership and staff motivation for performance achievement**

Target group

Branch managers and their deputies of large and very large branches in metro and urban areas of banks.

Methodology

Sessions will be taken by bankers and faculty and will be based on sharing of experience in successful management of large branches as well as studies of branch operations. Group exercises on case studies of bank branches will enable participants to conceptualize and formulate strategies for achieving high performance.

Modalities

This online course will have 20 hours of engagement time, which includes several self-paced study and live interactions of participants. The courseware will include the following:

- I. Reading material for self-study, Case study or exercise material and Online references
- II. Video sessions comprising of:
 - i. Recorded videos sessions on several topics.
 - ii. Live video sessions by faculty or guest lecturers, for discussions, clarification of doubt, etc.
- III. Self-assessment to track progress in the course will be provided.

Participants enrolled to the programme will be provided with log-in id and password to enter into the learning platform of the institute. Guidance will be provided for navigating through the various activities in the platform such as accessing courseware, viewing video sessions, participating in live sessions, taking quizzes, etc. The programme window will be open for maximum 5 days from date of commencement.

Schedule for live session will be provided at the start of the programme. Executives attending the programme would need internet access on a desktop or laptop with Google Chrome to enable access to live and recorded sessions.

Completion Certificate

A completion certificate will be given to the participant at the end of the program. Participant has to remain logged in for at least the total number of engagement hours within the duration of the program for being considered to have completed the same.

Nominations and Enquiries

Nominations are invited from both Institutions and Individuals from India and Abroad. Executives working in Banks/Financial Institution/Consulting Firms/Technology Firms in the Banking and Financial Services Domain can apply for the programme in their individual capacity.

Please address your enquiries and nominations to:

Prof Anjan Roy
Programme Coordinator
National Institute of Bank Management
NIBM Post office, Kondhwe Khurd
Pune 411 048, India

Tel. : 0091-20-26716000 (EPABX)
E-mail : aroy@nibmindia.org
Web : www.nibmindia.org

Last Date for Receiving Nominations: January 17, 2021

Programme Fee (per participant) for 20 hours programme

US \$ 800 for foreign participant

	Fee	GST	Fee+GST	TDS
Member Banks :	18000	3240	21240	1800
Non-Member Banks :	21000	3780	24780	2100
Individual Nominee :	21000	3780	24780	---

The fee includes the cost of tuition, access to reading material and recorded videos, etc. (Central Goods and Services Tax (GST) @ 18%, and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and ST No. AAATN0040PST001.
- National Institute of Bank Management
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

Mode of Payment for Foreign Participants

Mode of Remittance: SWIFT*

- Name & Address of our Bankers : Punjab National Bank
C-2, Shop No. 4-5, Bramha Estate
Kondhwe Khurd, Pune 411 048
Maharashtra, India
- Name of the Beneficiary : National Institute of Bank Management
- NIBM's Bank Account No. with Punjab National Bank : 11281131004402
- Bank's Swift Code : PUNBINBDDIB
- Preferred Currency : USD
- Correspondent Bank of Punjab National Bank : WELLS FARGO BANK NA
- Punjab National Bank A/c No. with Correspondent Bank : 2000193007918
- Swift Code with Wells Fargo Bank : PNBpus3nnyc
- IFSC : PUNB0108810

* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.

***Payments will be accepted only through electronic mode.
Cheques/DDs/Pay Orders will not be accepted.**

- **For all electronic remittances, kindly send a confirmatory e-mail at: accounts@nibmindia.org giving details of the remitter and participant, name and dates of programme, etc.**